

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 18-24, 1983 2

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	%				Duration	Day			Households (000)	%	%		
EVENING																			
A TEAM	8:00	60	TUE.	N	18,910	22.7	35	192	95	JEFFERSONS	9:00	30	SUN.	C	17,990	21.6	33	197	99
ABC FRIDAY NIGHT MOVIE	9:00	120	FRI.	A	11,000	13.2	23	194	94	KNIGHT RIDER	9:00	60	FRI.	N	12,500	15.0	26	201	95
ABC MONDAY NIGHT MOVIE	9:00	120	MON.	A	14,740	17.7	28	196	97	LAVERNE & SHIRLEY	8:30	30	TUE.	A	11,330	13.6	21	198	97
ABC NEWS CLOSEUP(S)	10:00	60	THU.	A	8,250	9.9	18	199	97	LOVE BOAT	9:00	60	SAT.	A	17,240	20.7	36	197	98
ABC NEWSBRIEF-M-F	VAR	VAR	M-F	A	14,080	16.9	27	186	95	LOVE, SIDNEY	8:00	30	MON.	N	10,080	12.1	19	199	95
ABC NEWSBRIEF-SAT.	9:58	01	SAT.	A	18,160	21.8	38	191	96	MAGNUM, P.I.	8:00	60	THU.	C	17,910	21.5	34	197	97
ABC NEWSBRIEF-SUN.	9:52	02	SUN.	A	10,330	12.4	19	171	94	MAMA'S FAMILY	9:00	30	SAT.	N	11,330	13.6	24	185	96
ABC SPORTS UPDATE-SAT	8:58	01	SAT.	A	12,330	14.8	26	184	94	M*A*S*H	9:00	30	MON.	C	14,490	17.4	26	198	99
ABC SPORTS UPDATE-SUN	8:30	01	SUN.	A	11,250	13.5	21	191	97	MATT HOUSTON	8:00	60	SUN.	A	11,410	13.7	22	194	98
ABC SUNDAY NIGHT MOVIE	9:00	120	SUN.	A	11,500	13.8	22	180	96	MONITOR	10:00	60	SAT.	N	7,660	9.2	18	184	95
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	9,330	11.2	20	202	99	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	12,910	15.5	24	196	99
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	5,330	6.4	13	161	86	NBC NEWS DIGEST-M-F	8:58	01	M-F	N	9,910	11.9	18	161	82
ALICE	9:30	30	SUN.	C	18,740	22.5	34	198	99	NBC NEWS DIGEST-2-M-F	VAR	01	MWF	N	10,410	12.5	20	176	89
ARCHIE BUNKER'S PLACE	8:00	30	MON.	C	11,330	13.6	21	198	99	NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	10,410	12.5	22	167	87
AT EASE	8:30	30	FRI.	A	9,000	10.8	19	195	96	NBC NEWS DIGEST-SUN	9:10	01	SUN.	N	9,000	10.8	17	169	83
BABY MAKES FIVE	8:00	30	FRI.	A	10,330	12.4	22	196	97	NBC NEWS DIGEST-2-SUN.	9:58	01	SUN.	N	7,330	8.8	13	173	87
BENSON	8:00	30	THU.	A	10,580	12.7	21	173	92	NBC NEWS REPORT(S)	10:00	60	FRI.	N	5,830	7.0	12	197	99
CAGNEY & LACEY	10:00	60	MON.	C	12,000	14.4	24	193	98	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	7,830	9.4	18	164	88
CASABLANCA SPECIAL(S)	10:00	60	SUN.	N	10,000	12.0	20	204	99	NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	6,660	8.0	16	166	88
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	11,410	13.7	25	203	99	NBC NIGHTLY NEWS	6:30	30	M-F	N	9,330	11.2	20	205	99
CBS EVENING NEWS-DEAN	6:30	30	SUN.	C	8,000	9.6	20	177	90	NBC SUNDAY NIGHT MOVIE	8:00	120	SUN.	N	10,410	12.5	19	186	95
CBS NEWS SPECIAL(S)	9:30	90	SAT.	C	3,330	4.0	8	199	99	NEWHART	8:30	30	SUN.	C	15,160	18.2	29	201	99
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	8,330	10.0	20	160	88	NEWSBREAK-M-F	VAR	01	M-F	C	10,410	12.5	19	181	91
CBS SAT. NIGHT MOVIE	8:00	90	SAT.	C	7,160	8.6	15	200	99	NEWSBREAK-SAT.	9:01	01	SAT.	C	6,660	8.0	14	190	94
CBS TUESDAY NIGHT MOVIES	9:00	120	TUE.	C	12,660	15.2	25	199	97	NEWSBREAK-SUN.	8:58	01	SUN.	C	14,490	17.4	27	187	95
CBS WEDNESDAY NIGHT MOVIE	9:00	120	WED.	C	11,080	13.3	21	189	98	9 TO 5	9:30	30	TUE.	A	14,240	17.1	27	200	99
CHEERS	9:30	30	THU.	N	11,910	14.3	23	204	99	NOW WE'RE COOKING(S)	8:30	30	TUE.	C	7,830	9.4	14	196	96
CHIPS	7:00	60	SUN.	N	8,000	9.6	17	200	95	ONE DAY AT A TIME	9:30	30	MON.	C	14,490	17.4	26	201	99
CONDO	8:30	30	THU.	A	10,910	13.1	20	172	92	QUINCY, M.E.	10:00	60	WED.	N	8,330	10.0	16	195	96
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	13,660	16.4	29	198	98	REMINGTON STEELE	9:00	60	TUE.	N	15,080	18.1	28	188	98
DUKES OF HAZZARD	8:00	60	FRI.	C	13,410	16.1	28	200	95	RIPLEY'S BELIEVE IT-NOT	7:00	60	SUN.	A	7,750	9.3	16	183	96
DYNASTY	10:00	60	WED.	A	22,740	27.3	45	202	99	RYAN'S FOUR	9:00	60	WED.	A	16,240	19.5	30	201	99
FACTS OF LIFE	9:00	30	WED.	N	16,660	20.0	30	192	95	ST. ELSEWHERE	10:00	60	TUE.	N	9,830	11.8	21	199	98
FALL GUY	8:00	60	WED.	A	15,910	19.1	30	200	96	SAWYER AND FINN(S)	8:00	60	FRI.	N	7,160	8.6	15	189	93
FAME	8:00	60	THU.	N	7,250	8.7	14	152	86	SILVER SPOONS	8:30	30	SAT.	N	13,080	15.7	27	191	98
FAMILY TIES	8:30	30	MON.	N	11,080	13.3	20	198	95	SIMON & SIMON	9:00	60	THU.	C	16,160	19.4	30	203	99
FANTASY ISLAND	10:00	60	SAT.	A	17,240	20.7	40	197	98	60 MINUTES	7:00	60	SUN.	C	17,580	21.1	37	208	99
FOOT IN THE DOOR	8:30	30	MON.	C	9,910	11.9	18	195	99	SPECIAL MOVIE PRESENT-CBS(S)	9:00	120	FRI.	C	14,410	17.3	30	205	99
GIMME A BREAK	9:00	30	THU.	N	11,410	13.7	21	200	99	SQUARE PEGS	8:30	30	WED.	C	7,250	8.7	13	191	96
GOODNIGHT, BEANTOWN	8:00	30	SUN.	C	15,990	19.2	31	200	99	T.J. HOOKER	8:00	60	SAT.	A	11,080	13.3	23	188	95
GUN SHY	8:00	30	TUE.	C	7,660	9.2	14	199	97	TAXI	9:30	30	WED.	N	13,830	16.6	26	187	96
HAPPY DAYS	8:00	30	TUE.	A	10,660	12.8	20	199	97	TEACHERS ONLY	9:30	30	SAT.	N	8,830	10.6	19	185	93
HART TO HART	10:00	60	TUE.	A	14,830	17.8	31	200	99	TEXACO STAR THEA/BOB HOPE(S)	8:00	60	WED.	N	17,410	20.9	32	208	98
HILL STREET BLUES	10:00	60	THU.	N	14,490	17.4	31	213	99	THAT'S INCREDIBLE	8:00	60	MON.	A	15,160	18.2	28	202	99
IT TAKES TWO	9:30	30	THU.	A	12,660	15.2	24	198	98	THREE'S COMPANY	9:00	30	TUE.	A	15,740	18.9	29	201	99

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,300,000

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(S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 83,300,000

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APRIL 18-24, 1983 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.		Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	
	Duration	Day			Households (000)	%	Share %					Duration	Day			Households (000)	%	Share %			
WEEKEND DAYTIME (CONT)																					
BUGS BUNNY/ROAD RUNNER 1	9:30	30	SAT.	C	2,420	2.9	12	202	99		SCOOBY DOO/PUPPY HOUR-2	10:30	30	SAT.	A	4,660	5.6	22	193	98	
BUGS BUNNY/ROAD RUNNER 2	10:00	30	SAT.	C	3,830	4.6	18	202	99		SHIRT TALES	8:30	30	SAT.	N	5,410	6.5	31	198	98	
BUGS BUNNY/ROAD RUNNER 3	11:00	30	SAT.	C	5,080	6.1	24	192	97		SMURFS I	9:00	30	SAT.	N	7,080	8.5	36	212	99	
BUGS BUNNY/ROAD RUNNER 4	11:30	30	SAT.	C	4,910	5.9	24	191	97		SMURFS II	9:30	30	SAT.	N	8,160	9.8	40	212	99	
CAPTAIN KANGAROO-SAT	7:00	60	SAT.	C	1,750	2.1	20	136	85		SMURFS III	10:00	30	SAT.	N	8,000	9.6	37	212	99	
CBS CHILDREN'S FILM FEST.	1:30	30	SAT.	C	2,750	3.3	12	132	74		SPORTSBEAT	3:00	30	SAT.	A	1,920	2.3	7	141	79	
CBS SPORTS SATURDAY	4:30	90	SAT.	C	5,080	6.1	16	177	89		SPORTSWORLD	4:30	90	SUN.	N	4,500	5.4	13	185	94	
DUKES	10:30	30	SAT.	C	4,830	5.8	23	199	99		SUNDAY MORNING	9:00	90	SUN.	C	3,670	4.4	23	168	93	
FACE THE NATION	11:30	30	SUN.	C	2,500	3.0	11	151	91		SUPERFRIENDS	8:00	30	SAT.	A	3,670	4.4	26	176	92	
FLASH GORDON	12:30	30	SAT.	N	3,000	3.6	13	113	64		THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	2,580	3.1	11	142	87	
FLINTSTONE FUNNIES	8:00	30	SAT.	N	3,580	4.3	26	196	96		THUNDARR	12:00	30	SAT.	N	3,580	4.3	17	147	81	
GARY COLEMAN SHOW	10:30	30	SAT.	N	5,830	7.0	27	201	95		TOURN. OF CHAMPIONS-SAT(S)	4:32	88	SAT.	N	4,750	5.7	15	176	92	
GILLIGAN'S PLANET	12:00	30	SAT.	C	3,750	4.5	17	163	84		TOURN. OF CHAMPIONS-SUN(S)	2:30	120	SUN.	N	4,330	5.2	14	187	96	
HULK/SPIDERMAN 1	11:00	30	SAT.	N	4,830	5.8	23	178	81		TOURN.-CHAMPIONS TENNIS(S)	2:30	120	SAT.	C	2,500	3.0	9	173	94	
HULK/SPIDERMAN 2	11:30	30	SAT.	N	4,080	4.9	20	178	81		USFL FOOTBALL	1:30	205	SUN.	A	4,830	5.8	16	193	98	
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	1,750	2.1	12	174	83		NUMBER OF PROGRAMS 70										
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	2,330	2.8	13	182	89												
IN THE NEWS- 9.26AM	9:26	03	SAT.	C	2,080	2.5	10	188	96												
IN THE NEWS- 9.56AM	9:56	03	SAT.	C	2,670	3.2	13	202	99												
IN THE NEWS-11.56AM	11:56	03	SAT.	C	4,750	5.7	23	191	97												
IN THE NEWS-12.26PM	12:26	03	SAT.	C	3,420	4.1	15	164	84												
IN THE NEWS-12.56PM	12:56	03	SAT.	C	3,330	4.0	15	172	88												
IN THE NEWS- 1.26PM	1:26	03	SAT.	C	3,580	4.3	16	156	82												
IN THE NEWS-10.56AM	10:56	03	SAT.	C	4,910	5.9	23	199	99												
IN THE NEWS-11.26AM	11:26	03	SAT.	C	4,910	5.9	23	192	97												
MEATBALL & SPAGHETTI	9:00	30	SAT.	C	2,420	2.9	12	188	96												
MEET THE PRESS	12:30	30	SUN.	N	3,250	3.9	13	179	96												
MORK/LAVERNE/FONZ HOUR-1	11:00	30	SAT.	A	3,750	4.5	18	186	93												
MORK/LAVERNE/FONZ HOUR-2	11:30	30	SAT.	A	3,580	4.3	17	186	93												
NBA PLAYOFF GAME-1	1:00	150	SUN.	C	6,660	8.0	23	193	98												
NBA PLAYOFF GAME-2	3:30	135	SUN.	C	6,750	8.1	21	192	98												
NBA PLAYOFF GAME POST	5:45	15	SUN.	C	6,330	7.6	18	192	98												
NBC MAJOR LEAGUE BASEBALL	1:47	165	SAT.	N	6,410	7.7	25	202	98												
NBC SPORTS-30 ROCK	1:30	17	SAT.	N	4,910	5.9	22	201	98												
NEW FAT ALBERT SHOW	12:30	30	SAT.	C	3,420	4.1	15	172	88												
PAC-MAN/RASCALS/RICHIE-1	8:30	30	SAT.	A	4,000	4.8	23	195	98												
PAC-MAN/RASCALS/RICHIE-2	9:00	30	SAT.	A	5,660	6.8	28	196	98												
PAC-MAN/RASCALS/RICHIE-3	9:30	30	SAT.	A	5,250	6.3	26	196	98												
PANDAMONIUM	8:30	30	SAT.	C	2,580	3.1	15	182	89												
POPEYE/OLIVE COMEDY SHOW	8:00	30	SAT.	C	1,750	2.1	13	174	83												
PRO BOWLERS TOUR	3:30	90	SAT.	A	5,250	6.3	18	187	94												
SCHOOLHOUSE ROCK-8.25AM	8:25	04	SAT.	A	3,580	4.3	24	176	92												
SCHOOLHOUSE ROCK-10.55AM	10:55	04	SAT.	A	3,750	4.5	18	193	98												
SCHOOLHOUSE ROCK-11.55AM	11:55	04	SAT.	A	3,330	4.0	16	186	93												
SCOOBY DOO/PUPPY HOUR-1	10:00	30	SAT.	A	4,750	5.7	22	193	98												

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- Excludes delays which occurred after the week covered by this report.

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(B) Breakout due to coverage or change in telecast day.

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